

IN the CLAIMS

28. (CURRENTLY AMENDED) An apparatus ~~for selling an aging food product~~, comprising:

a processor, and

a storage device that stores a program for directing the processor;

the processor being operative with the program to:

receive transaction data that represents a transaction;

receive an identifier that identifies a customer participating in the transaction;

determine a customer rating of the customer;

determine a time of the transaction;

determine a second discount based on a first discount, the customer rating, and the time of the transaction; and

apply the second discount to the transaction.

29. (CURRENTLY AMENDED) An apparatus ~~for selling an aging food product~~, comprising:

a processor, and

a storage device that stores a program for directing the processor;

the processor being operative with the program to:

receive transaction data that represents a transaction;

receive an identifier that identifies a customer participating in the transaction;

determine a customer rating of the customer;

determine a second discount based on a first discount and the customer rating, the second discount being greater than the first discount;

determine a time of the transaction; and

apply the second discount to the transaction if the time of the transaction is within a predetermined time period.

30. (CURRENTLY AMENDED) An apparatus ~~for selling an aging food product~~, comprising:

a processor, and

a storage device that stores a program for directing the processor;

the processor being operative with the program to:

receive first transaction data that represents a first transaction;

receive an first identifier that identifies a customer participating in the first transaction;

determine a first discount for the customer based on the identifier;

receive second transaction data that represents a second transaction occurring after the first transaction;

receive a second identifier that identifies the customer participating in the second transaction, the first identifier corresponding to the second identifier;

determine a customer rating of the customer;

set a second discount based on the first discount and the customer rating, the second discount being greater than the first discount;

determine a time of the second transaction; and

apply the second discount to the second transaction if the time of the second transaction is within a predetermined time period after the first transaction.

Claims 31. – 32. (CANCELLED)

33. (PREVIOUSLY PRESENTED) A computer readable medium encoded with instructions for directing a processor to:
- receive transaction data that represents a transaction;
 - receive an identifier that identifies a customer participating in the transaction;
 - determine a customer rating of the customer;
 - determine a time of the transaction;
 - determine a second discount based on a first discount, the customer rating, and the time of the transaction; and
 - apply the second discount to the transaction.
34. (PREVIOUSLY PRESENTED) A computer readable medium encoded with instructions for directing a processor to:
- receive transaction data that represents a transaction;
 - receive an identifier that identifies a customer participating in the transaction;
 - determine a customer rating of the customer;
 - determine a second discount based on a first discount and the customer rating, the second discount being greater than the first discount;
 - determine a time of the transaction; and
 - apply the second discount to the transaction if the time of the transaction is within a predetermined time period.

35. (CURRENTLY AMENDED) A computer readable medium encoded with instructions for directing a processor to:

- receive first transaction data that represents a first transaction;
- receive an first identifier that identifies a customer participating in the first transaction;

- determine a first discount for the customer based on the identifier;

- receive second transaction data that represents a second transaction occurring after the first transaction;

- receive a second identifier that identifies the customer participating in the second transaction, the first identifier corresponding to the second identifier;

- determine a customer rating of the customer;

- set a second discount based on the first discount and the customer rating, the second discount being greater than the first discount;

- determine a time of the second transaction; and

- apply the second discount to the second transaction if the time of the second transaction is within a predetermined time period after the first transaction.

36. (NEW) The apparatus of claim 28,

- wherein the processor is further operative to:

- determine a grace period based on the customer rating.

37. (NEW) The apparatus of claim 36,

wherein the processor is further operative to:

determine whether the time of the transaction is within the grace period.

38. (NEW) The apparatus of claim 37, wherein determining the second discount comprises:

setting the second discount equal to the first discount if the time of the transaction is within the grace period.

39. (NEW) The apparatus of claim 37, wherein determining the second discount comprises:

setting the second discount less than the first discount if the time of the transaction is not within the grace period.

40. (NEW) The apparatus of claim 37, wherein determining the second discount comprises:

determining a maximum discount value based on the customer rating, and

setting the second discount to a value not greater than the maximum discount value.

41. (NEW) The apparatus of claim 28,

wherein determining the second discount comprises:

determining a discount increment based on:

the customer rating, and

the time of the transaction;

determining a second discount at a time when a customer is
present at a point-of-sale terminal and participating in the
transaction based on the first discount and the discount
increment; and

wherein applying comprises:

applying the second discount to the transaction when the
customer is present at the point-of-sale terminal and
participating in the transaction.

42. (NEW) The apparatus of claim 28,

wherein determining the second discount comprises:

determining a discount decrement based on:

the customer rating, and

the time of the transaction;

determining a second discount at a time when a customer is
present at a point-of-sale terminal and participating in the
transaction based on the first discount and the discount
decrement; and

wherein applying comprises:

applying the second discount to the transaction when the
customer is present at the point-of-sale terminal and participating in the
transaction.

43. (NEW) The computer readable medium of claim 33,

the instructions for directing the processor further to:

determine a grace period based on the customer rating.

44. (NEW) The computer readable medium of claim 43,

the instructions for directing the processor further to:

determine whether the time of the transaction is within the grace period.

45. (NEW) The computer readable medium of claim 44, wherein determining the second discount comprises:

setting the second discount equal to the first discount if the time of the transaction is within the grace period.

46. (NEW) The computer readable medium of claim 44, wherein determining the second discount comprises:

setting the second discount less than the first discount if the time of the transaction is not within the grace period.

47. (NEW) The computer readable medium of claim 44, wherein determining the second discount comprises:

determining a maximum discount value based on the customer rating, and

setting the second discount to a value not greater than the maximum discount value.

48. (NEW) The computer readable medium of claim 33,

wherein determining the second discount comprises:

determining a discount increment based on:

the customer rating, and

the time of the transaction;

determining a second discount at a time when a customer is
present at a point-of-sale terminal and participating in the
transaction based on the first discount and the discount
increment; and

wherein applying comprises:

applying the second discount to the transaction when the
customer is present at the point-of-sale terminal and
participating in the transaction.

48. (NEW) The computer readable medium of claim 33,

wherein determining the second discount comprises:

determining a discount decrement based on:

the customer rating, and

the time of the transaction;

determining a second discount at a time when a customer is
present at a point-of-sale terminal and participating in the
transaction based on the first discount and the discount
decrement; and

wherein applying comprises:

applying the second discount to the transaction when the
customer is present at the point-of-sale terminal and participating in the
transaction.